PRESIDENT & CEO

ership Corporation (OTMPC) works collabora-
d marketing partnerships. Since its inception in
o Forums across the province each year. These
y informed of our future marketing plans, pro-
ll as, to consult with you on your point of view
ce our marketing initiatives. Our Partnership
e into May. I encourage you to participate this
with OTMPC staff and to network with your

Forums

ns are coming to a city near you. In response to
g our partnership forums earlier this year. The

	April 30	Sault Ste. Marie & Kitchener
ay	May 7	Niagara Falls
	May 10	Brockville
	May 11	Ottawa
	May 13	Peterborough
r Bay	May 14	Owen Sound

ers site at www.tourismpartners.com to view
ontact Kelly Johnston, Partnership Development
elly.johnston@mtr.gov.on.ca

ONTARIO
more to discover
The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

CONTACT

Bill Kenny
President and CEO (A)
Tel.: 416-314-7550
Email: bill.kenny@mtr.gov.on.ca

RKETING

Out !

w.ontariotravel.net/outdoor was launched in
marketing initiatives to drive traffic to the site
g, e-mail campaign and participation at adven-
me" contest - a fully guided 8-day adventure for
ns until August 1. The site integrates close to
ckages provided by industry available for sale to
the OTMPC Outdoor Committee.

istered on the industry web site, www.tourism-
nsumers are registered on the consumer web
om have made requests to receive future com-

CONTACT

Julia Holliday
TCIS Director
Tel.: 416-325-1366
Email:
julia.holliday@mtr.gov.on.ca

ETING

How Well Do You Know Ontario? is sup-
ontariotravel.net/starcontest) and runs
es registration on the ontariotravel.net
e marketing opportunities by OTMPC,
numbered 3,000. For contest informa-

generated a total of 17,977 registrations
e of 125% over last year!

winter launched its 4th and final theme
egrates with OTMPC's marketing cam-
gn was deployed in March to drive con-
over 21,000 to-date and user sessions

CONTACT

Julia Holliday
TCIS Director
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julia.holliday@mtr.gov.on.ca

RTUNITIES

on the new **Outdoor micro site**. This
mer Outdoor Campaign including direct
otion at outdoor adventure shows. Visit
w site, and to understand how you can

new magazine, is designed to inspire
s extraordinary travel experiences.
sonal experiences; what's new; a sam-
and short feature articles that provide
s/packages; a preview of the upcoming
more.

ur Splendour/Romance. Fall editorial
; Hallowe'en festivities; migration; fall
atre; and muskie fishing. **Advertising**

nagazine specifically dedicated to the
pportunities, the ads will be supported
e in all the following four issues: July
2005. If you would like a copy of our

CONTACT

Brynda Browning
Partnership Development
and Sales Assistant
Tel.: 416-314-6314
1-888-365-4422
Email: brynda.browning@
mtr.gov.on.ca

ADVERTISING

Sales Calendar, we would be happy
1-888-365-4422 or visit the partne
buy-in opportunities.

JOINT MARKET

Canadian Golf Tourism Alliance
Once again, OTMPC will partner
Ontario as a golfing destination
direct mail, magazine advertising,

Conan O'Brien Promotion and
OTMPC, in partnership with the C
U.S. border cities using the taping
9 to 13. During the week the show
ages **increased by 67%**. The con
for the three-week period.

Toronto-Niagara Gateway
A tourism promotion initiative inv
way was launched in early March
Falls Tourism. **Nine million** full-co
editions of the following eight ups
of 40 million: *Condé Nast Travel*
Traveler, Travel and Leisure, Vanity F

TOURISM PART

Congratulations St. Lawrence F
On February 4, the St. Lawrence F
of Recognition at the Economic
Recognition was presented in the
the 2003 Upper Canada Village l
for the development of the Comm
available in both English and Fren

You can visit the web sites at:
www.stlawrenceparks.com; www.

Delta Foods Partners With St. L
To increase tourism activity durin
Park Maple Sugar Bush was re-o
Morrisburg, Ontario. Delta Foods
sorship to the Sugar Bush Progra
2233 or visit www.crysterparksuga

UNITIES

lease contact Brynda Browning at mpartners.com for updates on all

CONTACT

Brynda Browning
Partnership Development
and Sales Assistant
Tel.: 416-314-6314
1-888-365-4422
Email: brynda.browning@mtr.gov.on.ca

TIATIVES

ntario Golf partners to promote kets. The campaign will include: ents.

T.O." Getaway Packages
d a promotional campaign in near en Show in Toronto from February f the "Time for a Little T.O." pack- eived over 16,000 contest entries.

CONTACT

Mara Pezzutto
Brand Manager,
North America
Tel.: 416-755-2630
EMail:
mara.pezzutto@mtr.gov.on.ca

he Toronto-Niagara tourism gate- ith Tourism Toronto and Niagara ets are being inserted in the April s, with an **estimated readership** ctural Digest, *National Geographic* ry and *Vogue*.

WS

!
as awarded with two Certificates cil of Ontario. A Certificate of *Brochure/Map/Guide* category for the *Tourism Technology* category The attraction web sites are now

CONTACT

Susan Le Clair
Product Development Officer
St. Lawrence Parks Commission
Email:
susan.leclair@parks.on.ca

village.com; www.forthenry.com; om; www.crysler parkmarina.com

ommission !
on in Eastern Ontario, the Crysler awrence Parks Commission near d of Brockville has provided spon- ormation, please call 1-800-437-

CONTACT

Jancis Sommerville
Upper Canada Village
Heritage Park
Email:
jancis.sommerville@parks.on.ca

TOURI

More Water F
Construction c
Ripley Enterta
million litres of
single develop
complete and

North Bay To
The North Bay
for Tourism W
bring awarene
said Tim Bertra

CN Tower Ho
The CN Tower
with 8 awards
(recipient sinc
Gold Award fo
attraction is v
please call 416

Come See The
The Royal Ont
new guided to
Museum's exp
exhibitions on
invited to atte
between Janua

TICO Town H
The Ministry o
tion under the
www.cbs.gov.o
Ontario (TICO
encouraging st

TOURI

Recent Projec
The Grey-Bruc
launched a ca
broadcast from
the New NX, th
travel challeng
the launch, org

cted to start in April by
oom lodge. More than 4
ill be the second-largest
ake about two years to
the U.S.

ing plans and activities
re hosting this week to
and what it's all about,"

ecently been honoured
of Award of Excellence
to Sun Reader's Choice
e 1994). This "must see"
wer ticket information,
v.cntower.ca

The (Fascinating) Mess,
Renaissance ROM, the
e tours are two current
nbers of the public are
forums will take place
r further details.

released a draft regula-
nt. It can be viewed at
l Industry Council of
n 30 to April 22 and is

CONTACT

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City of North Bay
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Email: tim.bertrand@
cityofnorthbay.ca

CONTACT

Irene Knight
Marketing Manager CN Tower
Tel.: 416-601-4729
Email: www.cntower.ca

CONTACT

DMV Office
Royal Ontario Museum
Tel.: 416-586-5513

CONTACT

Tel.: 905-624-6241 or
1-888-451-TICO
or web: www.tico.on.ca

TE

eting Partnership Fund
New Day program was
ven Sound and aired on
d information about the
outhern Ontario. Since
ver 300 inquiries from

CONTACT

Alicia Tonks
Tourism Recovery Office
Tel.: 416-212-6753
Email:
tourismrecovery@mtr.gov.on.ca

TOURISM RECOVERY

tourists interested in the themed itineraries that
Grey County Waterfall Tour and Grey Bruce Snow

The Superior Snow Loop Challenge received fun
Partnership Fund to encourage snowmobiling e
northern Ontario recreational trails during winte
riences. Organizers report that this year has bee
tion to the area for snowmobiling with many n
from potential visitors. When asked, some U.S.
after seeing materials and advertisements abou
are being promoted.

We welcome your feedback to *Tourism Recovery Up*
Program. Please forward comments to Alicia Ton
Street, 5th Floor, Toronto, Ontario M7A 1N8.

The following table provides a description of the
contact information and web sites:

Program	Description
Destination Marketing Partnership Fund	Helps communities revi tourism industries and a new visitors. Supports c tive efforts to promote destinations domestical U.S. and internationally
Event Marketing and Development Fund	Supports marketing car aimed at boosting atten events and festivals.
Convention Development Fund	Assists Ontario cities to new convention busines
Cultural Tourism Marketing Fund	Helps cultural attractio events and festivals car increased marketing ac reassure patrons and re audiences.

HAVE YOUR SAY !

Please direct feedback and comments about Ma
or email marie.hewak@mtr.gov.on.ca

To update your company emails or fax informati
at 416 314-6314 Fax: 416 314-6976 or email: bryn
list, please provide both the old and new informa

am and include the

ination Marketing
over the exquisite
snowmobile expe-
in terms of visita-
queries coming in
ey decided to visit
g experiences that

Tourism Recovery
ry Office, 880 Bay

Programs including

Contact

urismpartners.com
416-212-6754

urismpartners.com
416-212-6754

ourism.gov.on.ca
416-325-7426

culture.gov.on.ca
416- 314-7645

CONTACT

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Email:
tourismrecovery@mtr.gov.on.ca

arie Hewak, Corporate Communications at 416-314-7566

Browning, Partnership Development and Sales Assistant
ov.on.ca If you are requesting changes to our distribution